



## Valley of the Sun United Way

**Request for Proposals (RFP):** Literacy Capacity, Community Literacy Hubs, and Family Engagement

### Overview

Valley of the Sun United Way (VSUW) seeks qualified vendors to support a comprehensive literacy initiative to ensure all children are reading at grade level by the end of third grade. This effort focuses on building literacy capacity, expanding Community Literacy Hubs, and strengthening family engagement through evidence-based approaches.

### Purpose

VSUW invites proposals from vendors to provide literacy instructional materials and/or products and/or professional development and technical assistance. Proposals must align with the Science of Reading, evidence-based literacy practices, family engagement, and community-based implementation.

### Initiative Priorities

Improve K-3 literacy outcomes; build educator capacity; strengthen family engagement; support Community Literacy Hubs; provide bilingual and culturally responsive resources. Priority given to detailed cost breakdowns and bilingual materials.

### Scope of Work

1. Instructional & Hub Materials: Science of Reading aligned resources for students, educators, and families.
2. Professional Development: Training, coaching, flexible delivery.
3. Family Engagement: Tools and programming aligned to research-based



frameworks.

4. Community Literacy Hubs: Out-of-school-time literacy programming and supports.

### **Vendor Qualifications**

Expertise in Science of Reading; experience in school/community settings; strong family engagement; equity focus; ability to drop ship to multiple locations; ability to provide ISBN and UPC codes.

### **Submission Requirements**

Proposals ***not to exceed 3 pages*** and include overview, services, alignment, implementation, detailed cost breakdown (including incentives), and examples.

Submission Deadline: June 30, 2026

Submit to: Dawn Gerundo, [dgerundo@vsuw.org](mailto:dgerundo@vsuw.org)

### **Term**

Multiple vendors may be selected and will be listed as approved vendors from July 1, 2026, through June 30, 2030.

### **Evaluation Criteria (100 points)**

- Alignment to Science of Reading and/or Family Engagement – 30
- Quality of Products/Services – 20
- Community Literacy Hub Implementation – 10
- Bilingual & Cultural Responsiveness – 15
- Cost Effectiveness & Value Added – 15
- Vendor Experience & Capacity – 10